

DEBORAH T. PORITZ
ATTORNEY GENERAL OF NEW JERSEY

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ORIGINAL

STATE OF NEW JERSEY
DEPARTMENT OF LAW & PUBLIC SAFETY
DIVISION OF CONSUMER AFFAIRS
STATE BOARD OF CHIROPRACTIC EXAMINERS

IN THE MATTER OF THE SUSPENSION	:	Administrative Action
OR REVOCATION OF THE LICENSE OF	:	
	:	COMPLAINT
PATRICIA M. JAMISON, D.C.	:	
LICENSE NO. MC03978	:	
	:	
TO PRACTICE CHIROPRACTIC IN THE	:	
STATE OF NEW JERSEY	:	

Deborah T. Poritz, Attorney General of New Jersey, by August T. Lembo, Deputy Attorney General, with offices located at the Division of Law, 124 Halsey Street, 5th Floor, Newark, New Jersey 07102, by way of Complaint says:

COUNT I

CHARGING FOR SERVICES NOT RENDERED OR RENDERED
IN AN ILLUSORY AND INEFFECTIVE MANNER

1. Complainant Attorney General of New Jersey is charged with enforcing the laws of the State of New Jersey pursuant to N.J.S.A. 45:17A-4 and is empowered to initiate administrative disciplinary proceedings against persons licensed by the Board of Chiropractic Examiners pursuant to N.J.S.A. 45:1-14 et seq.

2. The New Jersey State Board of Chiropractic Examiners is empowered with the duty and responsibility of regulating the practice of chiropractic in the State of New Jersey pursuant to N.J.S.A. 45:9-41.4 et seq. and N.J.S.A. 45:1-14 et seq.

3. Respondent, Patricia M. Jamison, D.C. (hereinafter "Dr. Jamison") is the holder of License No. MC03978 with offices at c/o Midtown Family Chiropractic Center, 2 Salem Place, Livingston, New Jersey 07039, and has been licensed to practice chiropractic in the State of New Jersey at all times relevant hereto.

4. Respondent caused to appear, in or about November, 1993 a publication entitled "Parent Guide," an advertisement, a copy of which is attached hereto as Exhibit A, entitled "The Unsuspected Trauma at Birth (hereinafter the "trauma ad")."

5. The publication entitled "Parent Guide" is issued free of charge at various locations in the State of New Jersey.

6. The trauma ad implied that chiropractic care can prevent SIDS (sudden infant death syndrome or crib death), whereas there is no acceptable authority for such an assertion.

7. The trauma ad, by its illustration and words, uses techniques which intimidate or exert undue pressure and influence over the parents of children who are prospective patients.

8. The trauma ad attributes a statement to a medical authority out of context; the source of the statement did not relate to chiropractic care.

9. The trauma ad is false, fraudulent, misleading and deceptive; it uses techniques which appear to intimidate and exert undue pressure and influence, and it uses misrepresentations.

10. All of the foregoing constitute violations of N.J.S.A. 45:1-21(b) and N.J.A.C. 13:44E-2.1(c)1, 4 and 6, and therefore, violations of N.J.S.A. 45:1-21(h), and constitute grounds for the revocation or suspension of Respondent's license to practice chiropractic in this State.

COUNT II

1. The allegations set forth in Count I of this complaint are repeated as if fully set forth herein.

2. Respondent caused to appear, in or about November 1993, in a publication entitled "Parent Guide" an advertisement, a copy of which is attached hereto as Exhibit B, entitled "DARE to keep your kids off Drugs...Which Drugs? (hereinafter the "drug ad")."

3. The drug ad uses the word "DARE" to suggest an identification with the group called DARE ("Drug Awareness Resistance Education") and raises the inference that the group "DARE" endorses the statements set forth in the advertisement, whereas DARE has not supported, endorsed or been involved in this advertisement.

4. The drug ad implies an identification between illegal street drugs, especially those taken by hypodermic injection, and ritalin, a drug used to address attention deficit

hyperactivity disorder ("ADHD") and taken only orally and by prescription.

5. The drug ad features a purported testimonial by the parent of a child who purportedly has been taken off ritalin--and has achieved progress against ADHD through chiropractic treatment.

6. The drug ad implies that chiropractic care can treat ADHD, whereas there is no established authority for such assertion.

7. The drug ad, by its illustration and words, uses techniques which intimidate or exert undue pressure and influence over the parents of children who are prospective parents.

8. The drug ad is false, fraudulent, misleading and deceptive; it uses techniques which appear to intimidate and exert undue pressure and influence, and it uses misrepresentations.

9. All of the foregoing constitute violations of N.J.S.A. 45:1-21(b) and N.J.A.C. 13:44E-2.1(c)1, 4 and 6, and therefore, violations of N.J.S.A. 45:1-21(h), and constitute grounds, for the revocation or suspension of Respondent's license to practice chiropractic in this State.

WHEREFORE, it is respectfully demanded that the State Board of Chiropractic Examiners:

1. Suspend or revoke the license theretofore issued to Respondent to practice chiropractic in the State of New Jersey;

2. Issue an Order directing Respondent to cease, desist and refrain from the practice of chiropractic in the State of New Jersey;

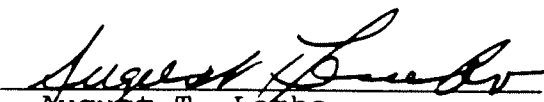
3. Assess such monetary penalties for each separate unlawful act as set forth in Counts I and II above;

4. Order payment of costs, including investigative costs, fees for expert witness and costs of trial, including transcripts;

5. Issue an Order directing Respondent to restore to any party or governmental entity aggrieved by the unlawful acts or practices of Respondent in the course of such conduct; and

6. Order such and further relief as the Board of Chiropractic Examiners shall deem just and appropriate.

DEBORAH T. PORITZ
ATTORNEY GENERAL OF NEW JERSEY

By: 
August T. Lembo
Deputy Attorney General

DATED: 9 November 94

The Unsuspected Trauma at Birth

Facts:

60-90 lbs of force is applied
in a Normal Forceps delivery
... 120 lbs of force
can result in decapitation.*

Research documents
spinal cord injury in seven
out of eight crib deaths (SIDS).*

Cervical injury during childbirth
is the apparent cause of
nearly one out of three stillbirths.*

Children born in Australia are
routinely checked immediately for
spinal trauma at birth by a chiropractor.



Chiropractors are trained to detect and correct spinal problems due to trauma at birth.

Arpad DeNagy M.D., P.H.D. stresses the importance of chiropractic care from birth so an individual may more fully realize his or her potential.**

Have your child's spine checked today!

* Abraham Towbin, M.D., Harvard Medical School

** Arpad DeNagy M.D., P.H.D., specialist in neurophysiology and endocrinology and member of five Nobel Prize winning teams.

Call us for information on how we can help.

Essex

Emerson Family Chiropractic Ctr.
133 S. Livingston Avenue
Livingston, NJ 07039
201-994-0033

Passaic/Morris

Stewart Family Chiropractic
43 Newark Pompton Tpke.
Riverdale, NJ 07457
201-835-5773

Bergen

Dubin Chiropractic Center
29-15 Fair Lawn Ave.
Fair Lawn, NJ 07410
201-794-6200

Fenelle Chiropractic Ctr.
186 W. Passaic St.
Rochelle Park, NJ 07662
201-843-4140

Cervino Family Chiropractic Ctr.
155 Park Ave., Suite 208
Lynchhurst, NJ 07071
201-939-3330

Richard Finder D.C.
810 Abbot Blvd
Fort Lee, NJ 07024
201-224-2552

Union

Eric Whitehouse D.C.
849 Central Ave.
Westfield, NJ 07090
908-854-0500



DARE

to keep your kids off

Drugs...

Which Drugs?

Dear Doctor:

When my son Brandon was seven years old he was diagnosed with Attention Deficit Hyperactivity Disorder. He was prescribed 3mg of Ritalin twice daily to help him settle down and not be distracted in school. I gave him the medication, although I was very much against it because of the drug's side effects. Ritalin made Brandon very emotional. After, when I learned chiropractic care could possibly help my son without drugs or side effects, I decided to give chiropractic a try. Now Brandon is ten years old and has been off Ritalin since November 1992. He is doing just fine. In fact, he has been on the B+ honor roll twice since being off Ritalin.

Another wonderful benefit received from chiropractic care was the improvement of Brandon's upper respiratory problems.

The chiropractic adjustments have helped this problem a great deal. I have noticed my son doesn't need to blow his nose all the time.

Overall, I am very pleased with the progress I have seen in my son since he has begun to receive chiropractic care.

Thanks, Chiropractic!

B.H.

Chiropractic has *always* said no to drugs.

* Note all conditions may not be amenable to chiropractic care.

For information on how we can help, call

Janison Essex

Webster Family Chiropractic Ctr.
133 S. Livingston Ave.
Livingston, NJ 07039
201-994-0033

Bergen

Dubin Chiropractic Center
29-15 Fair Lawn Ave.
Fair Lawn, NJ 07410
201-794-6260

Cervino Family Chiropractic Ctr.
155 Park Ave., Suite 208
Lyndhurst, NJ 07071
201-935-6838

Union

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